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For Moe's Southwest Grill Fans Variety Is the Spice of Their Life

ATLANTA (June 20, 2007) — Moe's Southwest Grill, the fast-casual restaurant known for its fresh take on Southwestern flavors, continues to distinguish itself from its competitors by leveraging the brand's dynamic menu platform through the introduction of their first ever limited time offer-- the Chicken Club Quesadilla. The new LTO is just the first taste of what is to come for Moe's fans as the fast-growing brand begins to leverage its new menu strategy focusing on increased variety, additional flexibility and fresh, new flavors.

"We made an important commitment to understand who our customers are and what drives them to choose Moe's," said Sara Riggsby, senior director of marketing for Moe's Southwest Grill. "Through extensive research, we learned a key trend across multiple sets of Moe's consumers, and one that serves as a true point of differentiation from our competitors, is our consumers' need for variety and willingness to try new things. Gaining such an in-depth understanding of our consumers has helped us to further refine the Moe's experience to better deliver what our customers are craving all while keeping the brand fresh."

Wrapped in a large flour tortilla, the new Chicken Club Quesadilla combines the choice of chicken, steak or ground beef topped with Monterrey Jack cheese, bacon bits, lettuce, diced tomato and a drizzle of Moe's signature Chipotle Ranch sauce.

"The limited time offer was phenomenally successful in Northeast Florida and generated nearly 10 percent of our total sales during the LTO test timeframe," stated Brad Chasteen, a multi-unit franchise owner for Moe's. "We have a tremendous and loyal customer base in Florida and it's great when we can welcome them to Moe's with a fresh new menu item."

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About Moe's Southwest Grill

Moe's Southwest Grill is the neighborhood burrito place offering fun, fresh Southwest flavors with a healthy twist. The Atlanta-based company was founded in December 2000 and currently has 500 franchise deals signed and more than 350 operating throughout 36 states. Moe's Southwest Grill is ranked the #1 fast-casual chain based on change in system-wide sales according to QSR Magazine and the #2 fast-casual chain under 300 units in 2006. For more information, visit www.moes.com.

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